

DAYTONA BEACH FLORIDA



DON J. EMMERY



DOWN South they say "Once you get Florida sand in your shoes you will never get it out again", which, translated, means there is a subtle appeal about the state which draws those who have once been within its borders—a yearning to return that nothing satisfies until you do return—the grip of the sub-tropics lays its hold on you and you never shake it off.

Whether it is the sunshine and blue skies, the clear pure air, graceful palms rustling in the sea breeze, the splash of fish in a salt lagoon, the outdoor

recreations, the hospitality of the people, the colorful tropical beaches, the sweet scented groves of oranges—there is an exotic lure once felt which will always draw you back.

Florida is the ideal place to winter and is so accessible now—less than 24 hours by rail from New York and 32 from Chicago. There is daily air passenger service for those who would cut this time in half. Regular bus service is maintained into and throughout the state.

The state has long been the winter



playground of the nation and every conceivable form of entertainment, both indoor and outdoor, is provided. Winter golf, of course, is a major attraction and salt water fishing has its appeal for many.

Florida has such an excellent system of paved highways, wide, smooth and fast, that many prefer to bring their cars and there are now all-paved routes into Florida from the north and west.

About half way down the east coast lies Daytona Beach, one of the favored



resorts of the state. It is an attractive, pleasant, little city of some seventeen thousand, nestling amid palms and sweet scented bay and great glossy leaved magnolias, and in this neighborhood Mr. John D. Rockefeller, Sr., owns his winter home.

One of the major attractions here is the marvelous beach, unique in its hardness, smoothed twice each day by



the rolling surf, and long famous as the scene of international attempts to lower automobile speed records. The present world record was set here last winter at 272.108 m. p. h. by Sir Malcolm Campbell, of London, in his English-built Bluebird IV.

Daytona Beach is essentially a tourist resort city and has many inducements to offer the winter visitor.

An attractive booklet has been prepared and is yours for the asking.

Daytona Beach Chamber of Commerce
Box 917
Daytona Beach, Florida.

Gentlemen:

I would very much appreciate your sending me a copy of your larger illustrated booklet descriptive of Florida and Daytona Beach.

Signed _____

Street _____

City _____

State _____

P. S. I would also be interested in

☐ a list of hotels

☐ a cottage

☐ an apartment



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